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Automotive News

Detroit, February 9, 1981

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56th year—$35 per year, $1.00 per copy

Coming from GM

Spring intro for GM J-cars

The first of GM's new front-drive J-car subcompacts—Chevy Cavalier, above, Pontiac J-2000 and Cadillac Cimarron—bow in early May. Sized below the compact X-cars, the J-bodies will be powered by a new 1.8-liter four, with body styles ranging from a coupe and hatchback to a sedan and wagon. Oldsmobile and Buick versions debut as '82½ models.

Pontiac P-car for 82½

Pontiac is wrapping up development work on the sporty mid-engine P-car (pictured here in prototype form), a fiberglass two-seater powered by the 2.5-liter four from the X-cars. Introduction has been moved up six months to mid-1982, according to sources. A new name, possibly Sunfire, will be used on the actual production car.

NADA convention opens; survival is the watchword

By Robert M. Lienert
Editor

LOS ANGELES. — NADA members, gathered here for the association's 64th convention and exposition, are taking another crack at discussing and attempting to solve myriad problems that have bedeviled the industry in recent years.

The dominant thrust of this convention is simple: Survival. But the issues refuse to go away.

The import dilemma, which exploded so dramatically at last year's convention, continues to seethe like an angry undercurrent.

In most dealer conversations, however, the No. 1 topic concerns the high interest rate and the business hurdles that spring from it.

All the other prickly problems also remain unresolved. The energy crunch continues unabated and gasoline prices climb ever upward. Inflation grinds onward unchecked despite those high interest rates, which would have shamed a loan shark only a few years ago.

All of these contribute to the retail industry's basic difficulty: Anemic sales.

As one dealer said: "This isn't Las Vegas but we're all playing in the high-low game. High costs and low sales, and the winners are few and far between."

Los Angeles, as he so correctly pointed out, is not Las Vegas. But Southern California and its charms do seem a long way away from high heating bills, empty showrooms and anxious hometown bankers. This is the first year that NADA has convened in Los Angeles, a city obviously sprawled out on the premise that the private automobile will always be with us.

• Early registrations indicate that attendance—not surprisingly—may trail last year's turnout in New Orleans. Mid-week preregistrations last week numbered 2,100 dealers, compared with 2,800 a year earlier.

An NADA spokesman pointed out that there are some 850 dealers in Los Angeles and its environs and that many of these are expected to show up as over-the-counter registrants.

Las year's final count was 12,000 to 13,000 over-all.

"We expect to reach 10,000 this year—and we may go over it," the NADA spokesman said.

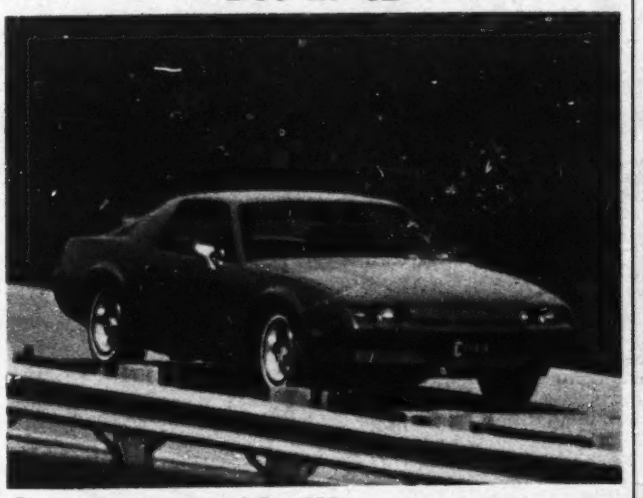
George S. Irvin, who will turn over the president's duties to Wendell H. Miller on Tuesday afternoon, is expected to summarize the year's achievements by NADA and its members.

"We have accomplished some steps forward in some areas although this has been a tough year," Irvin told AUTOMOTIVE NEWS as the convention prepared to open. Irvin is a Chevrolet-Subaru-BMW and Mercedes-Benz dealer in Denver.

Irvin held out as one of the

Continued on Page 180, Col. 1

Due in '82



Camaro revamped for '82

Chevy Camaro, above, and Pontiac Firebird get all-new designs this fall—the first major overhaul for the sporty F-cars since 1970. A rear-wheel drivetrain is carried over, but sheet metal and mechanicals are brand new. Base engine is a 2.5-liter four, with optional V-6 and V-8 engines available.

FWD Cutlass replacement for '82

Sneak photo of the '82 front-drive replacement for the Oldsmobile Cutlass gives an idea of the wedge-shaped styling theme on GM's new mid-size A-cars which bow in November. Coupes and sedans are downsized and share mechanicals with the X-cars, including the base 2.5-liter four. A new Oldsmobile 3.2-liter V-6 diesel will be optional. Some new names, including Chevy Celebrity and Pontiac A-6000, will replace existing badges on the cars.

He is National Representative for Time winners

Shepherd heads Quality Dealers

LOS ANGELES. — Ray Shepherd, president of Ray Shepherd Motors, Inc., Fort Scott, Kans., has been selected as the 1981 National Representative of the Time Magazine Quality Dealer Award (TMQDA) program.

Shepherd handles Ford, Lincoln, Mercury, Chrysler, Plymouth and Dodge.

He will serve as official spokesman throughout the year for all 64 winners of 1981 TMQDA honors. A year ago, 70 dealers were TMQDA winners.

Shepherd's award was announced by Michael N. Carey, director of the TMQDA program for Time. Shepherd and the other winners received their awards at the opening business meeting of the NADA convention here.

The TMQDA program is sponsored by Time in cooperation with NADA. Each year, it honors outstanding new-car dealers for "exceptional performance in their dealerships combined with distinguished community service." This is the 12th year of Time's sponsorship of the program.

The winners were chosen by a panel of judges from the University of Michigan Graduate School of Business Administration.

This same panel of judges named Shepherd as the National Representative from among a group of 11 Regional Representatives selected on the basis of "qualities considered to be most typical of the 64 winners."

The 10 other Regional Representatives are:

C. William Briggs, president and chief executive officer of Anderson Cadillac, Inc., Minneapolis.

Bob Eagle, president of Eagle Lincoln-Mercury/Honda, Inc., Dallas.

Tom Helms, president of Strieter Motor Co. (Lincoln-Mercury), Davenport, Ia.

Howard Johnson, president of E. O. Johnson Motor Co. (Cadillac - Datsun - Oldsmobile), Aberdeen, S. D.

Robert S. (Bobby) Jones, president of Fletcher Motor Co. (Lincoln - Mercury - GMC), Columbus, Miss.

Robert B. Melland, president of Melland, Inc. (Pontiac-GMC-International Harvester), Jamestown, N. D.

Garland G. Powell, president of Brennecke Chevrolet Co., Inc., Jackson, Mo.

Jack L. Rivers, president of Rivers Ford, Inc., Monroe, La.

George Selover, president and general manager of Selover Buick, Inc., (Buick - Honda - Jeep, and Mercedes-Benz), Billings, Mont.

Earl Tindol, president of Earl Tindol Ford, Inc., Gastonia, N.C.,

Continued on Page 12, Col. 1

NEWSPAPER

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Few auto regulations affected

Little help seen in 60-day freeze

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Auto industry looking for relief from the burden of federal regulation will be hard pressed to find any under the 60-day freeze in regulations ordered by President Reagan.

An AUTOMOTIVE NEWS analysis of the freeze order indicates few auto regulations were caught by it and that those that were are of the type that could be exempted.

At EPA, new emission standards for light and heavy-duty trucks and particulate standards for diesel passenger cars do not take effect until future model years well beyond the 60-day freeze termination date of March 23.

Only three EPA actions might be caught by the freeze, but as mentioned earlier they will probably fall in the exempted category. They are: Waiver from the 1982 carbon monoxide standard for certain General Motors, Ford and Volkswagen vehicles, oxides of nitrogen waivers for certain 1982 Nissan diesel models, and state implementation plans for pollution control (some of which might call for auto inspection and maintenance programs).

According to the memorandum accompanied President Reagan's freeze order, Office of Management and Budget Director David Stockman has the power to grant emergency exemptions to the freeze.

• At presstime, a meeting was being convened at NHTSA to find out exactly what effect the 60-day freeze has on auto regulations coming out of NHTSA. The tentative reading is virtually none.

Responses to petitions from companies that provided relief from nonconsequential compliance would be affected except they are exempt because they give relief rather than add regulation. Generic changes—for example, and changes in tire tables—might also be wiped out but could be reinstated by the agency.

A denial for rulemaking—the IIHS petition for governors on trucks and buses—would be classified as deregulation while a granting of petition—the Nader petition to raise crashworthiness levels in the future—might be affected, but it is essentially meaningless anyway. Even while it appears that petitions for consideration or noncompliance are affected, it is not clear that petitions for rulemaking are.

In any case, most of the so-called "midnight" regulations signed by Joan Claybrook, former NHTSA head, were advanced notices or notices of proposed rules and they are unaffected and can always be merely abandoned by the incoming Administration.

But the important point is that major NHTSA standards (both for safety and for fuel economy) are geared to the model year—Sept. 1—and are consequently not caught in the net.

In any case, it will probably take several months—except possibly in the passive restraint area and bumpers, where the industry wants action and Stockman is sympathetic—to get a handle on where incoming NHTSA head Raymond Peck, who is reputed to be bright and knowledgeable about government, is headed.

• At OSHA, officials are doing their best to fulfill their duties, despite the freeze and the confusion it has caused them.

"OSHA is in a unique position," an OSHA spokesman said. "Currently there is no secretary or head of OSHA (Eule Bingham, the former administrator, went out with the rest of the Carter Administration appointees). Right now we're carrying on normal business, but what will happen to frozen standards, or standards scheduled to come in after the freeze, will be up to the new administrator, whenever he or she is appointed."

Currently, the only new stand-

Continued on Page 180, Col. 2

Peck succeeds Claybrook as head of NHTSA

WASHINGTON.—Raymond A. Peck, Jr. is President Reagan's choice as head of NHTSA.

Although no hearing has yet been scheduled by the Senate Commerce Committee, there is no doubt he will become the successor to Joan Claybrook.

The 41-year-old lawyer has been, since 1978, vice president and director of regulatory affairs for the National Coal Assn. Before that he was a partner in the Washington firm of Cotten, Day and Doyle, litigating energy and environmental matters before the federal bar.

Diane Steed is expected to be named by DOT Secretary Lewis as assistant administrator for NHTSA.

Steed, an administrative specialist out of the Office of Management and Budget, will act as the administrator of NHTSA pending confirmation of Peck.

During the Ford Administration, Peck was deputy assistant secretary for energy and minerals at the Interior Department. In 1974-75, he was at the Treasury Department as director of the Office of Energy Regulatory and Legislative Policy and in 1971-74 he was environmental counsel at the Commerce Department.

After graduation from the College of the Holy Cross, he became a Root-Tilden Scholar at New York University School of Law. From 1964 to 1971 he practiced law with two New York firms—Casey, Lane, and Mittendorf and Norton, Sachs, Molineaux and Pastore.

Peck is married and has one daughter.

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56th year — No. 4848

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Cabriolet for a K

Roman's Chariot Shop, Cleveland, now offers a K-car cabriolet package which includes a vinyl landau roof, a wide brushed stainless band and special "K" and cabriolet emblems. Cost to the dealer is $295. It is also marketed through body and trim shops.

Chrysler workers OK further concessions

By Marjorie Sorge
Labor Editor

DETROIT. — Chrysler Corp. workers have agreed to further concessions which will enable the company to get $400 million more in federal loan guarantees.

Last week, UAW Vice President Marc Stepp, director of the union's Chrysler Department, said the workers ratified the tentative agreement revising the current contracts in effect between the UAW and Chrysler.

The total vote was 26,942 for ratification and 18,859 against, or 58.82 percent agreement. Acceptance of this contract was much slimmer than for the previous two a year ago.

Only 38 percent of the Chrysler workers voted, and Stepp blamed the poor turnout partially on layoffs and the inability to get workers together to vote.

"We think we have negotiated a viable contract with Chrysler Corp.," he said. "It is not the best agreement we have ever negotiated. It was based on the survival of jobs in this corporation."

Stepp said "we did what we did at Chrysler because Chrysler was on the brink of bankruptcy." He warned other corporations not to try to make the situation work for them to get concessions from the union.

"If any corporations think they can take advantage of the situation and of the UAW workers to get concessions they have a shock coming," he said.

Both Ford Motor Co. and General Motors officials have indicated they will demand concessions from the union because they feel Chrysler now has an unfair labor cost advantage.

Now that the UAW portion of the Chrysler survival pact is in place, Stepp said he is confident the banks and the suppliers will move quickly to get their acts together.

Chrysler has another $300 million in federal loan guarantees which it has not drawn down. The UAW had pressed the company to ask for the entire $700 million remaining in the original $1.5 billion package but the Loan Guarantee Board only approved $400 million.

Stepp said it is his impression the board held back the $300

Continued on Page 6, Col. 1

Chrysler works on compromise with Canada

WINDSOR. — Chrysler Corp. and Canadian officials last week continued to negotiate a compromise which would allow the auto maker to trim part of its $850 million spending commitment here yet keep $170 million in Canadian loan guarantees.

The Canadian arrangement is necessary to the total package required for Chrysler to draw down $400 million in U. S. federal loan guarantees.

Canadian Industry Minister Herb Gray last week indicated he wanted Chrysler to restore small-car output at the Windsor plant. Chrysler had planned to produce only vans in Windsor as part of a manufacturing and

Continued on Page 182, Col. 1

Union protesters mar ground-breaking

Tennessee buzz-saw rips Datsun

By Jim Piegue
Staff Writer

Groundbreaking ceremonies for Nissan's $300 million truck plant in Smyrna, Tenn., last week were marred by hundreds of protesting building-trade union members who taunted officials during speeches, threw rocks at vehicles and vandalized Datsun trucks at the site.

The protesters, who comprised about half of the 1,200 people attending the event, were condemning Nissan for its selection of an out-of-state "open-shop" contractor to build the plant. The contractor is Daniel Construction Co., Greenville, S. C., which reportedly hires both union and non-union workers.

Boos and cries of "Go Home, Japs," greeted the three principal speakers—Masataka Okuma, executive vice president, Nissan Motor Co., Ltd.; Marvin T. Runyon, president, Nissan Motor Manufacturing Corp., U.S.A., and Lamar Alexander, state governor — as they opened the ceremony with short speeches.

Overhead, an airplane trailed a banner urging, "Boycott Datsun. Put Tennesseans back to work." Union members flaunted signs, saying, "Boycott Datsun." During the governor's speech, the protesters yelled, "Sit down, Rat!"

The schedule called for Okuma to drive a snowplow-equipped Datsun 4x4 to turn the first earth at the site. Instead, Runyon did the driving. A Datsun official said Okuma didn't seem to mind giving up the job.

"When they got outside, the union people just swarmed around the truck—not physically on it—but 10 to 12 deep all around it," said one witness. "They couldn't move the truck more than three or four inches in either direction. State troopers moved them back just a bit and the truck moved about six inches, and that was the groundbreaking."

The groundbreaking vehicle

Continued on Page 181, Col. 1

Questions and protests

Answering questions following the Nissan groundbreaking were, from left, Masataka Okuma, executive vice president, Nissan Motor Co. Ltd.; Marvin T. Runyon, president, Nissan Motor Mfg. Corp., U.S.A., and Tennessee Gov. Lamar Alexander. The ceremony was marred by union construction workers protesting Nissan's selection of an "open-shop" contractor.

November marks first time for 1980

Month's registrations scrape past 1979 level

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations in November topped the year-earlier total—not by much, but it was the first month of 1980 that the count exceeded the year-earlier tally—according to figures compiled by R. L. Polk & Co.

New-car registrations in November totaled 729,719, up 0.08 percent from 729,160 a year earlier. It was the first month in which the preceeding year's count for that month was exceeded since October, 1979.

Although the November total was up from a year earlier, it was not one of the industry's better Novembers. Record for the month is 946,917, posted in 1972.

Pushing the registration total above the year-ago November figure was the import total of 186,869, a record for November and an increase of 10.33 percent over 169,369 a year earlier, the previous record.

Domestic registrations were off 1.47 percent from a year earlier, totaling 542,850, compared with 559,791.

Table on Page 150.

Registrations of new cars in the U. S. for the first 11 months of 1980 totaled 8,050,116, down 15.45 percent from 9,520,682 in 1979.

• Compared with November a year earlier, General Motors and Chrysler Corp. both registered market share gains, albeit tiny.

GM accounted for 48.23 percent of November new-car registrations, up 0.62 of a percentage point, while Chrysler Corp.'s share was up 0.01 of a point to 7.26 percent.

Biggest gain was logged by the imports, which accounted for 25.61 percent of the November market, up 2.38 points from a year earlier.

Ford Motor Co. accounted for 17.11 percent of November registrations, down 2.73 points. American Motors was off 0.28 of a point to 1.75 percent. Miscellaneous lines took 0.04 percent, unchanged from a year earlier.

Excluding imports, domestic-only registrations in November were divided this way: GM, 64.84 percent; Ford Motor Co., 23.00 percent; Chrysler Corp., 9.75 percent; AMC, 2.35 percent, and miscellaneous, 0.06 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 62.01 percent; Ford Motor Co., 25.85 percent; Chrysler Corp., 9.44 percent; AMC, 2.65 percent, and miscellaneous, 0.05 percent.

• By size segments, subcompacts and compacts improved their market share over the preceding November among domestic cars. Subcompacts accounted for 14.06 percent of the total, up 3.84 percent, while compacts took 21.21 percent of the market, up 0.71 of a point.

Standards suffered the biggest decline, down 3.25 points to 10.92 percent. Also down were intermediates, of 1.61 points to 23.16 percent, and luxury cars, off 1.42 points to 5.04 percent.

Registrations by size class in September were: Subcompact, 102,630; compact, 154,740; intermediate, 169,014; standard, 79,689; luxury, 36,777, and import, 186,869.

Ford's Escort quickly moved into the top 20 nameplates in registrations, moving into the 11th slot. Standard Ford moved back into the top 20, while Chrysler Corp. found itself again without an entry as Plymouth Horizon was displaced, along with Ford Pinto.

The top 20 domestic nameplates in registration during November were:

1	Chevrolet Chevette	29,218
2	Chevrolet Citation	28,585
3	Chevrolet Malibu	23,889
4	Ford Fairmont	23,664
5	Olds Cutlass Supreme	22,332
6	Standard Oldsmobile	19,816
7	Standard Chevrolet	19,563
8	Buick Regal	18,894
9	Oldsmobile Cutlass	18,671
10	Buick Skylark	15,954
11	Ford Escort	15,801
12	Chevrolet Monte Carlo	15,415
13	Ford Mustang	15,388
14	Buick Century	13,758
15	Chevrolet Monza	13,293
16	Standard Buick	12,977
17	Pontiac Grand Prix	11,664
18	Pontiac Sunbird	11,465
19	Cadillac	10,708
20	Standard Ford	10,616

TOP CARS

U. S. new-car registrations for the first 11 months of 1980. Registrations not available for Oklahoma.

1980 Pos.	Make		1979 Pos.
1	1,596,349	Chevrolet	1,941,552 — 1
2	961,699	Ford	1,349,521 — 2
3	739,369	Oldsmobile	857,713 — 3
4	647,989	Buick	627,117 — 5
5	564,520	Pontiac	716,485 — 4
6	518,865	Toyota	425,806 — 7
7	472,003	Datsun	403,961 — 8
8	320,924	Honda	308,406 — 10
9	294,952	Mercury	460,334 — 6
10	236,192	VW	266,692 — 13
11	224,811	Dodge	344,563 — 9
12	210,738	Plymouth	303,381 — 11
13	193,494	Cadillac	278,698 — 12
14	143,737	Mazda	131,673 — 16
15	138,776	AMC	140,915 — 15
16	126,276	Chrysler	227,936 — 14
17	115,105	Subaru	88,761 — 18
18	66,263	Lincoln	116,198 — 17
19	63,169	Fiesta	71,062 — 19
20	51,965	Arrow	.....
21	49,999	Volvo	49,583 — 22
22	47,335	Colt	56,173 — 20
.....		Fiat	54,382 — 21
262,141		Other Imports	295,526
3,445		Misc. Dom.	4,242
8,050,116		Total All Makes	9,520,682

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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GM will seek wage break from UAW, McDonald says

DETROIT. — General Motors will seek wage concessions from the UAW before the contract expires in September, 1982, according to F. James McDonald, GM president.

In an interview with the Associated Press, McDonald said, "We don't see how you can have a two-tier or a three-tier wage program in the automotive industry."

He did not say when GM would be talking to the union or what areas would be part of any concession discussions.

McDonald's statement came after the UAW negotiated further concessions with Chrysler Corp., amounting to $622 million. Those concessions will help clear the way for approval of an additional $400 million in federal loan guarantees for Chrysler.

According to some analysts, the cuts in wages and benefits at Chrysler would give the company a $200 a car labor-cost advantage over GM and Ford Motor Co.

Ford has already said it would be very interested in talking with the union about concessions in its contract but has not put the discussions in any time frame.

"Those concessions could lead to a form of union busting," said one UAW official. "People are going to say 'why should I join a union when they can't keep my wages and benefits intact'?"

A UAW spokesman said GM has not contacted the union and "we aren't volunteering for anything. GM's not exactly in the bread line and can't be compared with Chrysler."

He said if GM does seek concessions from the union, the corporation should be prepared to talk about "all the things we got at Chrysler" including profit sharing, open books and a UAW member on the board of directors.

AC-Delco adds 27 new models to fuel pump line

DETROIT. — AC-Delco Division has expanded its AC fuel pump line with the addition of 27 fuel pumps covering late model import and domestic vehicle applications.

Among these are 1980 applications for the Volkswagen Rabbit and Ford Bronco, Fairmont and Mercury models, as well as 1981 applications for GMC trucks, Chevrolet Blazer and all 4.1-liter-engine 1981 GM E-body cars.

The new coverage for foreign-built vehicles also includes applications for Plymouth Arrow and Sapporo models, Dodge Colt, Honda Civic, Toyota Corolla and Land Cruiser models and Datsun.

Other new units cover the Ford Granada and Allis Chalmers 3500 series diesel engine vehicles.

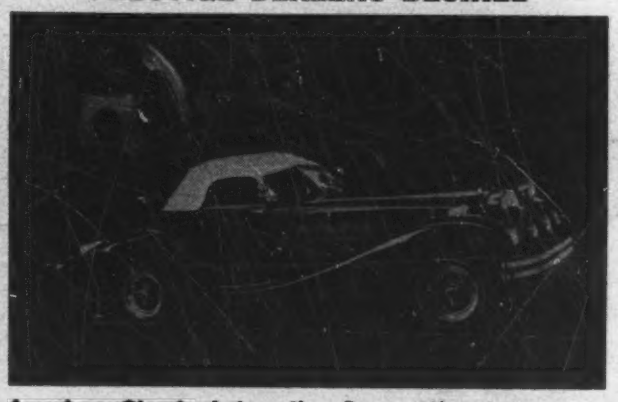
These newest additions, coupled with earlier introductions, including the EP42 universal electric AC fuel pump, have broadened AC-Delco's coverage of replacement units for American passenger cars, import cars, trucks, tractors, commercial and industrial engines and marine engines.

NEW-CAR MARKET SHARES IN U. S.

	NOVEMBER					11 MONTHS				
	Regis., Nov., 1980	Percent Share of Market	Regis., Nov., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 11 mos., 1980	Percent Share of Market	Regis., 11 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	141,369	19.37	151,197	20.74	— 1.37	1,596,349	19.83	1,941,552	20.39	— 0.56
Ford	89,215	12.23	101,054	13.86	— 1.63	961,699	11.95	1,349,521	14.17	— 2.22
Oldsmobile	71,511	9.80	66,103	9.07	+ 0.73	739,369	9.18	857,713	9.01	+ 0.17
Buick	65,876	9.03	51,317	7.04	+ 1.99	647,989	8.05	627,177	6.59	+ 1.46
Pontiac	53,490	7.33	52,675	7.22	+ 0.11	564,520	7.01	716,485	7.53	— 0.52
Mercury	29,586	4.05	32,785	4.49	— 0.44	294,952	3.66	460,334	4.84	— 1.18
Dodge	20,845	2.86	19,623	2.69	+ 0.17	224,811	2.79	344,563	3.62	— 0.83
Plymouth	20,115	2.76	17,557	2.41	+ 0.35	210,738	2.62	303,381	3.19	— 0.57
Cadillac	19,735	2.70	25,845	3.54	— 0.84	193,494	2.40	278,698	2.93	— 0.53
AMC	12,782	1.75	14,832	2.03	— 0.28	138,776	1.72	140,915	1.48	+ 0.24
Chrysler	11,960	1.64	15,660	2.15	— 0.51	126,276	1.57	227,936	2.39	— 0.82
Lincoln	6,068	0.83	10,869	1.49	— 0.66	66,262	0.82	116,198	1.22	— 0.40
GENERAL MOTORS	351,981	48.23	347,137	47.61	+ 0.62	3,741,721	46.47	4,421,585	46.45	+ 0.02
FORD MOTOR CO.	124,869	17.11	144,708	19.84	— 2.73	1,322,914	16.43	1,926,053	20.23	— 3.80
CHRYSLER CORP.	52,920	7.26	52,840	7.25	+ 0.01	561,825	6.98	875,880	9.20	— 2.22
AMERICAN MOTORS	12,782	1.75	14,832	2.03	— 0.28	138,776	1.72	140,915	1.48	+ 0.24
IMPORTS	186,869	25.61	169,369	23.23	+ 2.38	2,281,435	28.34	2,152,027	22.60	+ 5.74
MISCELLANEOUS	298	0.04	274	0.04	.....	3,445	0.04	4,242	0.04	.....
TOTAL	729,719		729,160			8,050,116		9,520,682		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma.

PRESTIGE DEALERS DESIRED



American Classic Automotive Corporation desires to expand its dealer network for hand-made exotic roadster. The GM based luxury automobile retails for $31,500 FOB Milwaukee. Licensed dealer inquiries only.

While at the NADA Show visit our showroom at Bob Longre Pontiac in Westminster or call Bob Longre (714) 892-6651

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Cash payments and 'free' equipment

Ford Division adds new round of incentives

By Joseph Bohn
Marketing Editor

Ford Division launched a second incentive contest, covering Mustang, Fairmont, Thunderbird and Granada, to go with its previously announced contest on trucks, Escort and Fiesta.

The Mustang, Fairmont, Thunderbird, Granada incentive runs from Jan. 20-March 21. It provides non-retroactive cash payments to dealers for achieving a combined sales objective on these cars. Sales managers also get a retroactive cash payment.

Dealer payoffs are in the following amounts: 0-19 percent pays nothing; 20-59 percent pays $300 per car; 60 percent and over pays $400 per car.

Furthermore, Ford said that any orders written before March 1, but where the car is delivered after March 21, are eligible for the highest payoff level the dealer achieves during the contest.

In the sales manager's portion, managers are assigned a total car objective. If they hit it, they get $10 per car, retroactively, for everything they've sold.

Ford is also giving $300 extra to fleet buyers (daily rental, state and local government purchases, etc.) during the Jan. 30-April 15 period.

Even though dealers don't earn extra money from the fleet provision, they can count the first 10 fleet sales toward attaining their own cash incentive quotas.

Ford is also offering consumers a special value package on Granada which provides $400 worth of "free" equipment when ordered in conjunction with other optional equipment.

Ford is running intermittent advertising on the incentives on radio during the contest period.

The factory ads said: "Special cash incentives to dealers enable you to save hundreds of dollars on any new 1981 Mustang, Fairmont, Thunderbird or Granada."

Its truck incentives, and Fiesta/Escort incentives break down into four different programs, plus a massive direct mailing.

A Jan. 26-March 20 program offers such incentives to salesmen on Bronco, Courier and light-duty trucks from F-100 to F-300 series.

Salesmen must sell one unit to qualify. They receive $50 for each of the second and third units they sell and $75 for the fourth-and-over units.

There's also a Jan. 21-March 31 cash incentive for sales managers, covering all 1980 and 1981 Ford trucks.

Sales managers are grouped into three categories. Category one is made up of those with unit objectives of 1 to 20 units. Managers get $500 for hitting their objective. Group two managers, those with objectives of 21 to 40 units, receive $1,000 for attaining their objective, and group three managers, with unit objectives of 41 and over, receive $1,500.

There is also a Jan. 26-March 31 incentive for dealers on 1980 Fiesta models. Dealers receive no payment on the first unit, $200 for the second and $400 for the third and additional units they sell.

An Escort objective is tied in. If dealers hit their Escort objective, they receive a $100 bonus in each category. Thus, they get $100 for the first Fiesta they sell, $300 for the second and $500 for the third and over.

Another Courier contest for dealers, covering '80s and '81s, runs from Jan. 29 to March 31. Dealers receive nothing for 0-39.9 percent of objective; $150 per vehicle for 40-99 percent and $350 per vehicle for 100 percent and over.

Ford is also making a massive direct mailing for dealers, highlighting a number of Explorer packages, which offer certain options at discounts, ranging up to $600.

Dealer moves six 'clunkers' by sealed bids

ALBUQUERQUE.—On a December Saturday, Ed Black's Chevrolet Center sold by sealed bid six automobiles it advertised as clunkers. Minimum bid for the cars was 98 cents. The highest bidder in attendance bought the car.

Each car sold as a clunker was guaranteed to get off the lot under its own power. After that, the owners were responsible for keeping the cars moving. A tool kit was thrown in with each car to help keep them running.

Sixty bids were received for the six cars. The lowest winning bid was $30 for a 1973 Dodge Polara.

Also sold that day through sealed bids were a 1969 Rambler American, a 1971 Oldsmobile, a 1965 Oldsmobile 98, a 1969 Plymouth station wagon and a 1964 Ford Falcon station wagon. Average selling price for the cars was about $103.

"I think we'll have another such sale in January," said Glenn Fox, used-car sales manager. He added, "Contrary to what people think, it's not that easy to find clunkers for a sale like this."

Have any of the people who bought the clunkers come back with complaints?

"We haven't really heard from any of them," Fox said. "I think all of them were happy."

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
NOVEMBER, '80 VS. NOVEMBER, '79

	1980 NOV.	1980 YR.	1979 NOV.	1979 YR.
AMX Spirit/AMX	3,359	47,358	4,729	48,593
Concord	4,045	46,598	4,619	61,711
Concord Station Wagon	1,632	14,217	1,397	15,470
Eagle 4 WD	1,162	11,548	1,321	2,462
Eagle Station Wagon	1,239	14,595	2,252	4,147
Eagle SX4 4 WD	1,269	2,192		
Pacer	23	692	122	2,515
Pacer Station Wagon	53	1,576	392	5,533
Matador				348
Matador Station Wagon				136
Total American Motors Corp.	12,782	138,776	14,832	140,915
Chrysler LeBaron	4,892	50,385	5,055	79,900
LeBaron Station Wagon	764	7,705	951	13,851
Cordoba	3,747	40,400	5,562	54,207
Newport	962	11,815	1,514	49,494
New Yorker	1,082	15,089	2,1[illegible]	30,484
Imperial	513	882		
Total	11,960	126,276	15,660	227,936
Plymouth Horizon	8,934	118,860	8,421	133,962
Voyager			616	9,323
Reliant	5,486	7,793		
Reliant Station Wagon	1,803	2,474		
Volare	2,809	56,844	6,469	118,777
Volare Station Wagon	724	13,527	1,895	37,908
Fury				3,047
Fury Station Wagon				138
Gran Fury	359	11,240	156	226
Total	20,115	210,738	17,557	303,381
Dodge Omni	7,175	95,611	7,031	113,556
Aries	3,940	5,531		
Aries Station Wagon	1,338	1,803		
Aspen	2,243	43,902	4,337	80,970
Aspen Station Wagon	617	10,268	1,390	29,513
Sportsman			1,593	27,783
Monaco				2,898
Monaco Station Wagon				108
Diplomat	2,188	24,308	2,054	36,791
Diplomat Station Wagon	372	4,049	400	6,332
Magnum XE/Mirada	2,114	24,451	1,634	21,333
St. Regis	858	14,888	1,184	25,279
Total	20,845	224,811	19,623	344,563
Total Chrysler Corp.	52,920	561,825	52,840	875,880
Escort	9,794	15,273		
Escort Station Wagon	6,007	9,157		
Pinto	5,475	108,568	8,155	122,520
Pinto Station Wagon	1,975	30,875	2,600	47,465
Fairmont	18,504	190,322	18,130	222,534
Fairmont Station Wagon	5,160	66,569	5,376	74,798
Granada	8,305	76,472	10,181	130,845
Club Wagon			2,162	35,350
LTD II	44	3,155	887	26,863
LTD	5,394	82,415	10,475	182,097
LTD Crown Victoria	3,473	25,586	178	179
Ford Station Wagon	1,749	22,767	2,739	43,591
Mustang	15,388	209,051	20,778	272,704
Thunderbird	7,947	121,489	19,393	190,575
Total	89,215	961,699	101,054	1,349,521
Lincoln Continental	2,683	28,327	4,225	55,544
Continental Mark	3,255	33,454	5,635	47,983
Versailles	130	4,482	1,009	12,671
Total	6,068	66,263	10,869	116,198
Mercury Lynx	3,022	4,519		
Lynx Station Wagon	1,333	1,900		
Bobcat	1,110	22,183	2,088	32,359
Bobcat Station Wagon	257	4,643	436	7,892
Zephyr	6,129	59,253	5,384	70,946
Zephyr Station Wagon	1,462	17,241	1,264	16,817
Monarch/'81 Cougar	3,421	27,185	3,470	50,268
Marquis	916	12,813	1,841	26,210
Marquis Brougham	1,221	11,429	1,520	21,773
Grand Marquis	1,914	17,186	1,723	26,547
Marquis Station Wagon	577	6,574	710	12,209
XR7	3,547	51,627	8,752	113,428
Capri	4,677	58,399	5,597	81,885
Total	29,586	294,952	32,785	460,334
Lincoln-Mercury Division	35,654	361,215	43,654	576,532
Total Ford Motor Co.	124,869	1,322,914	114,708	1,926,053
Buick Skyhawk	108	5,795	1,231	17,231
Skylark	15,954	158,728	10,040	92,012
Century	12,400	114,688	4,590	25,208
Regal	18,894	179,174	15,452	227,259
Century Station Wagon	1,358	15,400	1,516	23,785
LeSabre	2,557	27,972	1,728	25,914
LeSabre Limited	3,830	45,360	5,822	79,607
Electra 225	5,978	54,459	6,608	77,079
Buick Station Wagon	612	8,477	677	13,821
Riviera	4,185	37,936	3,653	45,201
Total	65,876	647,989	51,317	627,117
Cadillac deVille	7,983	89,503	13,310	152,163
Fleetwood & Chassis	2,725	25,578	3,309	31,775
Eldorado	5,461	46,206	4,718	55,891
Seville	3,566	32,207	4,508	38,869
Total	19,735	193,494	25,845	278,698
Chevrolet Chevette	29,218	344,387	24,862	335,234
Camaro	8,351	109,694	12,662	191,184
Monza	13,286	138,836	8,259	116,287
Monza Station Wagon	7	364	278	13,612
Citation	28,585	342,020	26,260	260,119
Sportvan			1,814	28,329
Malibu	19,285	183,678	17,723	224,966
Malibu Station Wagon	4,604	55,916	6,568	86,662
Monte Carlo	15,415	148,798	18,415	246,873
Impala	6,162	78,653	9,624	145,288
Caprice	9,682	108,792	14,952	173,217
Chevrolet Station Wagon	3,719	50,751	6,496	82,973
Corvette	3,055	33,460	3,284	36,808
Total	141,369	1,596,349	151,197	1,941,552
Oldsmobile Starfire	105	5,562	1,093	17,078
Omega	7,366	79,173	4,248	41,158
Cutlass Salon	16,208	158,098	8,611	49,668
Cutlass Supreme/Calais	22,332	238,009	25,524	378,685
Cutlass Station Wagon	2,463	28,420	3,038	42,666
Delta 88	1,386	18,029	1,823	29,675
Delta 88 Royale	9,244	101,327	9,941	150,064
98	8,000	62,771	7,074	82,268
Oldsmobile Station Wagon	1,186	15,029	1,467	24,911
Toronado	3,221	32,951	3,284	41,540
Total	71,511	739,369	66,103	857,713
Pontiac Sunbird	11,463	119,587	5,180	78,474
Sunbird Station Wagon	2	66	29	2,520
Phoenix	9,190	91,197	6,258	66,975
LeMans	5,178	49,562	5,435	71,449
LeMans Station Wagon	1,872	22,264	2,760	35,103
Catalina	1,050	12,392	1,599	23,156
Bonneville	3,813	43,819	5,504	77,974
Bonneville Brougham	2,852	29,562	3,257	35,533
Pontiac Station Wagon	815	10,406	1,395	20,915
Grand Prix	11,664	106,506	12,063	164,195
Firebird	5,591	79,159	9,195	140,191
Total	53,490	564,520	52,675	716,485
Total General Motors	351,981	3,741,721	347,137	4,421,565
(Checker)	267	3,159	246	3,896
Miscellaneous Domestic Total	298	3,445	274	4,242
Domestic Station Wagon Total	43,700	438,033	52,211	763,661
Domestic Grand Total	542,850	5,768,681	559,791	7,368,655
Import Total	186,869	2,281,435	169,369	2,152,027
Grand Total All Registrations	729,719	8,050,116	729,160	9,520,682

Registrations not available for Oklahoma, delayed for Kentucky.

Honda Accord second, Datsun 210 third in 1980

Toyota Corolla tops import sales

By Richard A. Wright
Assistant Managing Editor

The Toyota Corolla was again the top-selling import model in the U. S. during 1980, an AUTOMOTIVE NEWS survey of imported-car sales by model shows.

Corolla sales of 257,315 were little changed from 257,096 in 1979. Overall Toyota sales surged strongly to a record 582,204 during 1980, compared with the previous record of 507,816 the year before. The gain came from increased sales of the Tercel to 99,067, compared with 17,838 in 1979, and the new Starlet, which sold 6,195 units.

Datsun also had record sales in 1980 of 516,890, up from 472,252 the previous year. Biggest gainer among Datsun models was the 200-SX, with sales of 92,514, up from 30,214. Sales of the 310 were also up to 96,204 from 75,466. Datsun's biggest seller was the 210, but its total was down to 180,220 from 216,812 the year before.

Topping the 210 to take second place among all import models was the Honda Accord, with a total of 185,977, up from 157,919. Honda also sold 138,735 Civics, down from 155,541 the previous year. Prelude sales were up to 50,676 from 39,831. Total Honda sales were a record 375,388, up from 353,291.

In fourth place was another Toyota model, the Celica, with sales of 162,476, down from 172,815 in 1979.

Mazda's record sales total of 161,623, compared with 156,535 in 1979, was spearheaded by its 626 model, sales of which almost doubled to 55,281 compared with 28,684 the preceding year. Mazda GLC sales dipped from 72,601 to 62,593 and RX-7 from 54,853 to 43,743.

The growing popularity of diesel engines was reflected in Mercedes-Benz, Peugeot, Audi and Volvo sales. Mercedes-Benz sold a total of 53,790 new cars in 1980, of which 39,262, or 72.99 percent, were diesel-powered. In the preceding year, 67.46 percent of Mercedes-Benz's 52,819 sales were diesels.

Of Peugeot's 12,930 sales in 1980, diesels accounted for 10,337, or 79.95 percent. Peugeot diesel sales included 623 turbo diesels.

Audi sold 8,035 diesels, 18.91 percent of its 42,843 total, compared with 2,200 in 1979. Volvo unveiled its diesel in 1980 and sold 4,158 diesels, 7.29 percent of its 56,999 total.

Diesel growth was not reflected in Volkswagen import figures because all but 34 Rabbit diesels sold in 1980 were built in the U. S., while in the preceding year 47,996 were imported. As a result, VW diesel import figures for 1980 and 1979 were 23,599 vs. 58,408. However, total VW diesel figures, including import and U. S.-built, were 116,300 vs. 86,005, a 35.22 percent gain. Diesels accounted for 43.38 percent of total U. S. and import VW sales in 1980.

Sales of turbocharged imports in 1980 were up 71.75 percent, totaling 13,852, compared with 8,065 in 1979.

Turbo sales in 1980, with year-earlier figures in parentheses, were: Saab 900 Turbo, 4,537 (4,328); Mercedes 300-TD, 2,803 (2,450); Audi 5000 Turbo, 3,767 (0); Porsche 924 Turbo, 1,925 (635); Peugeot 505 Turbo Diesel, 623 (0), and Porsche 930 Turbo, 197 (652).

Milwaukee's leadership

New officers of the New Car Dealers of Greater Milwaukee are, from left: Walter H. Mosner, Mosner Motors, Inc., vice president; Robert W. Braeger, Braeger Chevrolet, Inc., president, and James E. Renner, Renner Oldsmobile, secretary. Al Padek, NorthShore Dodge, will serve as treasurer.

Reductions only in areas with inspections

Emission systems being violated

WASHINGTON.—Car owners are continuing to tamper with emission control devices at about the same rate as in previous years, but in areas where inspection and maintenance programs are in effect the rate of occurrence is declining, according to a new EPA report.

EPA reported the rate of tampering with the emission control systems on 1973 through 1979 models was 18 percent, essentially the same as the 19 percent tampering rate found in a 1978 survey.

Tampering can cause emissions to increase nearly fourfold. The Clean Air Act prohibits auto makers, new-car dealers, commercial repair facilities and fleet operators from meddling with emission control systems. Maximum fine is $10,000.

EPA recently adopted regulations aimed at making emission controls more tamper resistant but these do not apply to pre-1981 models.

The EPA report also found that fuel switching (using leaded gasoline in cars requiring unleaded) was occurring in 9 percent of the vehicle fleet. It said that figure is close to the 8-percent fuel switching rate EPA has estimated from other ongoing programs.

Fuel switching renders the catalytic converter on an automobile useless and results in eight-fold increases in hydrocarbon and carbon monoxide emissions.

The 1979 survey checked cars in eight geographic areas of the country.

According to the EPA, the level of tampering in areas with inspection and maintenance programs was 13.2 percent, substantially lower than the 19.7 percent tampering level observed in areas without the inspections.

Fuel switching in areas which have inspection and maintenance programs in place occurred on only 2 percent of the cars. The rate compared to 9 percent in non-inspection areas.

The tampering found in the study included exhaust gas recirculation systems, disabled catalysts, filler neck inlets altered to permit the use of leaded gas in cars requiring unleaded, vacuum spark retard disabled.

Only 8 percent of the imported cars showed evidence of tampering, compared with a 20-percent tampering rate seen among domestic vehicles, the EPA said. It said older cars were much more likely to be tampered with than vehicles only one or two years old.

GM's Guide Division names Torrey, Althaus

ANDERSON, Ind. — Norman F. Torrey has been appointed manufacturing manager and Frederick C. Althaus has been named director of production engineering for Guide Division of General Motors.

Torrey formerly was general superintendent of standards and methods for GMC Truck & Coach Division, and Althaus was general superintendent, manufacturing engineering, for Chevrolet's Detroit Gear & Axle Plant.

NEW IMPORTED-CAR SALES BY MODEL, 1980-1979 CALENDAR YEARS

	1980	1979
Alfa Romeo	3,000	4,011
Audi	42,483	42,709
Fox	—	6,151
4000 (4 cyl.)	10,547	8,282
4000 (5 cyl.)	4,134	—
5000	16,000	26,076
5000 diesel	8,035	2,200
5000 turbo	3,767	—
BMW	37,015	34,520
320i	25,786	23,604
528	7,992	6,878
633 csi	1,190	838
733	2,047	3,197
Others	2	3
Chrysler/Mitsubishi	129,350	138,053
Arrow	15,718	21,829
Champ	39,756	27,031
Sapporo	10,263	12,322
Colt	6,734	29,215
Colt Hatchback	43,955	33,490
Challenger	12,924	14,166
Datsun	516,890	472,252
210	180,220	216,812
310	96,204	75,466
510	62,020	53,949
810	9,440	12,116
2000-SX	92,514	30,214
280-ZX	71,533	71,983
Hawaii	4,855	5,968
Misc.	104	5,744
Ferrari	779	679
Fiat	37,184	58,934
128	139	8,439
Strada	12,257	12,285
X-1/9	7,628	9,347
Spider 2000	9,735	14,572
Brava	7,425	14,291
Fiesta	68,595	78,109
Jaguar	3,029	3,748
XJ-6	2,346	2,512
XJ-12	263	542
XJ-S	420	695
Lancia	2,100	1,602
Beta Sedan	216	339
Beta Coupe	1,160	765
Zagato	606	263
Scorpion	4	7
HPE	114	228
Lotus	150	N.A.
Mercedes-Benz	53,790	52,819
240-D	10,649	11,066
300-D	10,007	8,846
300-CD	1,629	2,203
300-TD	2,803	2,450
300-SD	14,174	11,067
280-E	877	1,577
280-CE	640	1,118
280-SE	—	1,080
380/450-SEL	2,777	4,162
380/450-SL	7,287	6,610
380/450-SLC	1,944	1,922
Others	1,001	719
MG	13,730	26,027
MG-B	11,824	16,860
Midget	1,906	9,165
Opel	—	13,815
Peugeot	12,930	11,688
604	1,202	1,088
505/504	1,268	1,951
505/504 diesel	9,714	8,649
505 turbo diesel	623	—
Tourist	123	107
Porsche	10,490	13,818
924	3,443	7,710
924 Turbo	1,925	635
928	1,466	1,554
911	3,459	3,267
930 Turbo	197	652
Renault	25,365	18,862
LeCar	22,955	17,732
R-18	1,735	—
Gordini	675	1,130
Rolls-Royce	942	1,002
Rover	481	—
Saab	13,558	15,142
900 GL	2,662	2,818
900 GLi	1,481	2,440
900 EMS	1,855	2,098
900 GLE	2,978	3,295
900 Turbo	4,537	4,328
Tourist	45	163
Subaru	142,968	127,871
Toyota	582,204	507,816
Starlet	6,195	—
Corolla	257,315	257,096
Corolla Tercel	99,067	17,838
Celica	162,476	172,815
Corona	35,686	26,570
Cressida	11,628	11,910
Land Cruiser	3,058	5,716
Hawaii	6,779	5,871
Triumph	14,939	12,733
TR-8	576	—
TR-7	10,313	4,386
Spitfire	4,050	8,344
Volkswagen*	90,952	125,070
Beetle Convertible	4,575	10,681
Rabbit Convertible	8,819	42
Rabbit diesel	34	47,996
Vanagon	13,169	15,900
Dasher gasoline	7,382	14,055
Dasher diesel	23,565	10,412
Scirocco	22,450	26,014
Volvo	56,999	56,602
GT	2,107	—
DL two-door	12,579	14,641
DL four-door	13,864	15,689
DL wagon	10,308	12,702
GL	5,908	9,479
GLE	6,698	—
GLE wagon	1,565	2,155
Coupe	1,349	1,361
Four-door diesel	2,502	—
Five-door diesel wagon	1,656	—
Tourist	570	575
TOTAL IMPORTS	2,396,934	2,327,708

*—Does not include U.S.-built:

Rabbit gasoline	84,447	139,242
Rabbit diesel	92,693	27,597

Second-Chance winner

Beulah Lucille Eaton, Sacramento, a first-place winner in Chrysler Corp.'s Parts Sales and Service "Second Chance" Super Service Sweepstakes, receives the keys and title to a new Dodge Aries at Swift Dodge, Sacramento. Pictured at the award ceremonies are, from left, T. G. Parzybok, Chrysler Parts Sales and Service market manager; Mrs. Eaton, and Chuck Swift, owner, Swift Dodge, where Eaton deposited her winning ticket.

factories list auction dates

American Motors

Feb. 11—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

Feb. 12—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

Feb. 13 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Feb. 17—Ohio Auto Auction, Grove City, O.

Feb. 18—Southern Auto Sales, S. Main St., Warehouse Point, Conn.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 19—Fresno Auto Dealers Exchange, Fresno, Calif.

Feb. 20—Concord Auto Auction, Hosmer St., Acton, Mass.

Feb. 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Feb. 25—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.

Feb. 26—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

Feb. 27 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Used car sales
Auction averages

February to date	$4,099
Month ago	$3,580
Year ago	$3,185

Chrysler Corp.

Feb. 10—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Feb. 11—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Feb. 12 — Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 13—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridegton, Mo.

Feb. 17—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 18 — Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 19 — Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Feb. 24 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. NuCarPrep Systems, 2818 Eastern Ave., Commerce, Calif.

Feb. 25 — Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Feb. 27—Concord Auto Auction, Hosmer St., Acton, Mass.

Ford Motor Co.

Feb. 10—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 11—Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Feb. 12—Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 17—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Feb. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 19—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Feb. 24—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

Feb. 25—Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Model breakdown
Auction averages

	February to Date	January	December
1981	$9,100	$7,757	
1980	5,506	5,667	$5,576
1979	4,692	4,726	4,706
1978	3,858	3,586	3,610
1977	3,043	3,125	3,034
1976	2,269	2,092	1,991
1975	1,568	1,541	1,626
1974	1,258	1,280	1,148
Overall Average	$4,023	$3,961	$3,589

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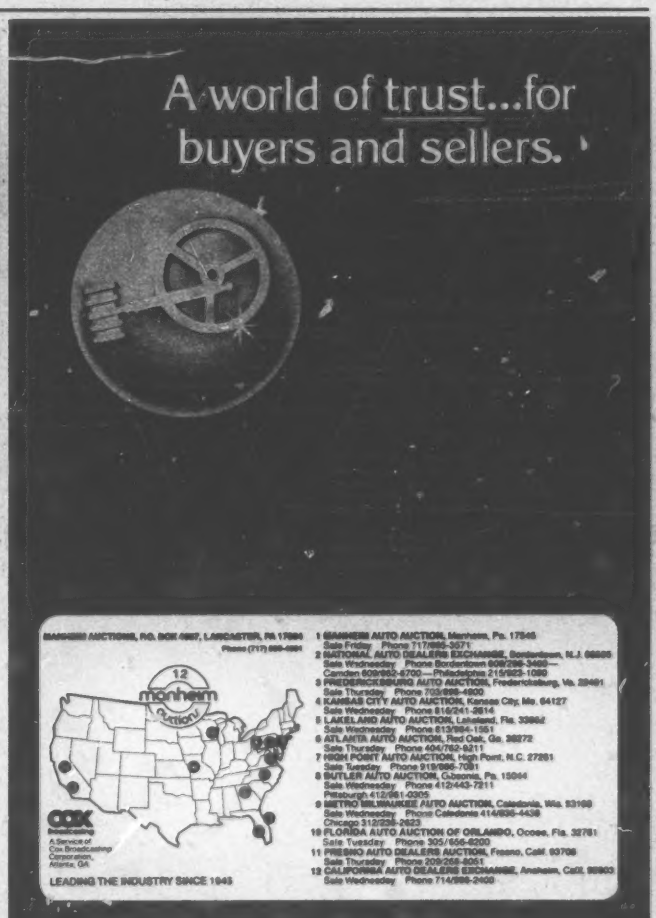
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U.S., import sales dip for January

By Jenny L. King
Staff Writer

January new-car sales suffered a severe decline as domestic and import auto makers reported precipitous drops. Total retail sales numbered 647,197, down 19.65 percent from 805,431 in January, 1980.

The five U. S. auto makers sold 469,832 units, down 20.06 percent from 587,741 a year earlier. It was their lowest total since the 462,691 posted in 1975. Imported-car sales numbered 177,365, down 18.52 percent from 217,690 in 1980. Imports accounted for 27.41 percent of the January market.

Chrysler Corp. was the only domestic car maker to beat last year's sales. Chrysler was up 2.02 percent, to 55,452 from 54,355, with improvements during two of the three January selling periods. General Motors reported the biggest drop, its sales tumbling 23.01 percent to 293,219 from 380,848 last year.

Ford Motor Co. sales were down 22.86 percent, to 97,969 from 127,000. Volkswagen of America sold 12,473 new Rabbits, down 8.50 percent from 13,634 a year ago, while American Motors reported sales of 10,719, down 9.95 percent from 11,904.

Chrysler helped itself to 11.81 percent of the domestic market in January, up from 9.25 percent last year. GM earned 62.41 percent, down from 64.80 percent. Ford sales accounted for 20.85 percent, down from 21.61 percent. VWoA earned 2.65 percent, up from 2.32 percent, and AMC had 2.28 percent, up from 2.02 percent.

Domestic daily selling rate averaged 18,070, down 20.06 percent from 22,605 in 1980. There were 26 selling days both years.

• Of the 14 U. S. makes, only two improved on year-ago sales: Plymouth was up 19.40 percent and Dodge was up 6.16 percent. Lincoln took the biggest slide, down 48.98 percent.

Of the 28 makes included in the AUTOMOTIVE NEWS import sales total, five showed improved sales. Honda was the only Japanese make among them, its sales up a modest 2.16 percent over last January. Toyota sales dropped 15.91 percent, Datsun was down 29.66 percent, Mazda was down 6.22 percent and Subaru dropped 16.48 percent.

Volvo was the biggest European import in January, pushing ahead of Fiesta and Volkswagen.

In the total January market, imports accounted for 27.41 percent. U. S. subcompacts were 16.42 percent; compacts were 19.68 percent, intermediates were 21.49 percent, standards were 10.41 percent, and luxury models were 4.59 percent.

Domestic new-car sales during the final 10 days of the month dropped 26.62 percent, to 205,692 from 280,309 a year ago. It was the lowest total for the period since the 203,962 posted in 1967. The daily selling rate was 20,569, down 26.62 percent from 28,031 a year ago.

Top-selling U. S. nameplates in January were Chevrolet Chevette at 28,135, Chevrolet Citation at 23,075, Ford Escort at 21,628, Oldsmobile Cutlass Supreme at 20,443 and Chevrolet Malibu at 18,519.

Where Auto Market was in January

	Total Sales	Pct. of Total
SUBCOMPACT	106,263	16.42
COMPACT	127,370	19.68
INTERMEDIATE	139,072	21.49
STANDARD	67,396	10.41
LUXURY	29,731	4.59
IMPORT	177,365	27.41
TOTAL	647,197	100.00

U.S. CAR SALES BY MARKETING UNITS

	Jan., 1981	Jan., 1980
Chevrolet	114,255	163,993
Ford	75,389	96,934
Oldsmobile	67,902	75,314
Buick	51,448	60,132
Toyota	47,121	56,034
Pontiac	43,020	58,772
Datsun	33,103	47,063
Honda	31,234	30,575
Mercury	22,536	29,347
Plymouth	23,359	19,563
Dodge	23,121	21,780
VW of America	17,994	20,370
Cadillac	16,594	22,637
Mazda	12,868	13,721
Chrysler	8,688	13,012
AMC-Renault	13,488	13,290
Subaru	11,313	13,545
Lincoln	3,966	7,774
Mercedes-Benz	4,097	4,657
Volvo	6,289	6,086
BMW	2,390	2,933
Fiat	1,958	2,783
Jaguar-Rover-Triumph	1,267	1,668
Peugeot	1,006	1,060
Saab	1,063	1,117
Alfa Romeo	55	159
TOTAL	647,197	805,431

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	Jan., 1981	Jan., 1980
Alfa Romeo	55	159
Arrow	106	2,177
Audi	3,121	3,445
BMW	2,390	2,933
Challenger	947	1,229
Champ	2,808	5,009
Colt	99	871
Colt Hatchback	2,680	6,362
Datsun	33,103	47,063
Fiat	1,874	2,653
Fiesta	3,922	7,055
Honda	31,234	30,575
Jaguar	284	281
Lancia	84	130
Mazda	12,868	13,721
Mercedes-Benz	4,097	4,657
MG	299	702
Peugeot	1,006	1,060
Porsche	706	1,061
Renault	2,769	1,386
Rover	81	.....
Saab	1,063	1,117
Sapporo	922	958
Subaru	11,313	13,545
Toyota	47,121	56,034
Triumph	603	685
Volkswagen	5,521	6,736
Volvo	6,289	6,086
TOTAL	177,365	217,690

DOMESTIC CAR SALES

	Jan. 21 to Jan. 31, 1981	Same Period, 1980	January, 1981	Same Month, 1980
Spirit	.....	.....	3,003	4,289
Concord	.....	.....	3,741	4,192
Pacer	.....	.....	19	374
Eagle	.....	.....	3,956	3,049
AMERICAN MOTORS*	4,100	7,000†	10,719	11,904
Horizon	2,754	3,329	6,272	6,978
TC3	1,169	2,658	2,739	5,559
Reliant	4,749	.....	12,166	.....
Volare	694	2,698	1,749	6,526
Plymouth	148	174	379	435
Total Plymouth	9,514	8,859	23,359	19,563
LeBaron	1,793	2,618	4,074	4,884
Cordoba	1,316	1,931	2,928	5,071
Chrysler	651	1,447	1,686	3,057
Total Chrysler	3,760	5,996	8,688	13,012
Total Imperial	154	.....	338	.....
Omni	2,219	2,503	4,976	5,630
024	1,090	2,032	2,468	4,506
Aries	3,605	.....	9,710	.....
Aspen	506	2,301	1,452	5,318
Diplomat	1,144	1,126	2,384	2,129
Mirada/Magnum	649	996	1,556	2,652
Dodge	234	614	575	1,545
Total Dodge	9,447	9,572	23,121	21,780
CHRYSLER CORP.	22,875	24,427	55,452	54,355
Pinto	1,113	5,543	2,831	13,733
Escort	9,914	.....	21,628	.....
Mustang	4,969	8,956	11,490	20,068
Fairmont	5,291	9,387	13,913	22,580
Granada	3,791	2,972	7,614	7,096
LTD II	.....	234	.....	583
Thunderbird	2,719	5,777	6,299	12,396
Ford	3,251	6,043	7,692	13,403
Ford Division	31,068	38,912	71,467	89,879
Bobcat	279	1,245	644	2,790
Lynx	2,697	.....	6,051	.....
Zephyr	1,710	2,882	3,932	6,823
Cougar/Monarch	1,353	1,264	2,847	2,972
XR-7	1,006	2,809	2,265	5,941
Capri	1,365	2,296	3,106	5,528
Mercury	1,576	1,961	3,691	5,293
Total Mercury	9,986	12,459	22,536	29,347
Versailles	.....	278	.....	581
Lincoln	754	1,248	1,861	2,978
Mark VI	923	1,675	2,105	4,215
Total Lincoln	1,677	3,201	3,966	7,774
L-M Division	11,663	15,660	26,502	37,121
FORD MOTOR	42,731	54,572	97,969	127,000
Skyhawk	.....	450	.....	1,067
Skylark	7,389	5,933	14,111	14,903
Century	4,959	3,893	10,198	10,752
Regal	6,704	5,680	13,933	15,964
LeSabre	2,672	2,114	5,671	7,164
Electra	1,970	3,039	4,165	6,508
Riviera	1,678	1,290	3,370	3,774
Buick Division	25,381	22,599	51,448	60,132
Seville	987	1,635	2,253	3,892
Cadillac	4,277	5,547	10,294	14,127
Eldorado	1,723	1,994	4,047	4,618
Cadillac Division	6,987	9,176	16,594	22,637
Chevette	13,018	19,593	28,135	34,261
Monza	2,281	6,969	5,969	12,117
Citation/Nova	10,128	19,229	23,075	32,857
Camaro	2,658	6,602	6,378	11,381
Malibu	8,083	13,231	18,519	22,663
Monte Carlo	5,581	9,352	12,483	16,133
Chevrolet	7,566	19,176	17,187	31,707
Corvette	1,134	1,769	2,509	3,174
Chevrolet Division	50,449	95,921	114,255	163,993
Starfire	.....	582	.....	1,415
Omega	3,141	2,998	7,827	6,801
Cutlass	6,854	8,461	18,015	18,092
Supreme	8,338	10,022	20,443	23,590
Olds 88	4,802	5,751	11,911	14,393
Olds 98	2,788	2,915	6,752	6,962
Toronado	1,138	1,636	2,954	4,061
Oldsmobile Division	27,061	32,365	67,902	75,314
Sunbird	3,913	5,228	9,074	9,865
Phoenix/Ventura	2,733	5,634	6,442	9,753
Firebird	1,921	4,318	4,303	8,619
LeMans	2,625	3,718	6,387	8,314
Grand Prix	3,926	4,933	9,127	10,976
Pontiac	3,402	5,056	7,687	11,245
Pontiac Division	18,520	28,887	43,020	58,772
GENERAL MOTORS	128,390	188,948	293,219	380,848
VOLKSWAGEN	5,844	5,362	12,473	13,634
DOMESTIC TOTAL	205,692	280,309	469,832	587,741
IMPORT TOTAL	.....	.....	177,365	217,690
INDUSTRY TOTAL	.....	.....	647,197	805,431

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

Tennessee buzz-saw rips Datsun at groundbreaking

Continued from Page 3

had three flat tires and "Boycott Datsun" bumper stickers plastered on its windshield. Other Datsun trucks on display had slashed tires and scratched paint. One Rutherford County police officer was hurt when he was struck in the head by a rock. No arrests were reported.

"I don't think the Datsun officials had any idea what they were getting into," said a reporter at the site. "I don't think anybody . . . expected that many people to come out and be that loud and that disruptive."

A Datsun spokesman said the company had been warned of a possible protest "but they had no idea how big it would be." Security had been beefed up for the event.

"I'll say this about Mr. Okuma," the spokesman added, "he sure played it cool."

Despite the violent protest, Okuma said later he had "no second thoughts at all" about building the plant. "This is the ideal location for Nissan."

The plant, Datsun's largest assembly venture outside Japan, is expected to employ 2,200 workers and build 10,000 Datsun trucks per month (the entire U.S. truck line) when it opens on a one-shift schedule in August, 1983. Another 6,800 local jobs will be created, Datsun said, through support operations. Annual plant payroll is estimated at $40 million.

• Okuma said the recent decline in small truck sales is due to the 25-percent duty and noted that import sales on a whole are suffering because of the troubled U.S. economy. He did not rule out the possibility of building Datsun cars at the Smyrna plant.

"However, as far as cars go, it really depends on the future market situation," Okuma said. "In fact, before cars would ever be produced here, we would probably first consider building other commercial vehicles."

During his speech, Runyon assured the audience that Daniel would employ large numbers of Tennesseans during the construction. Runyon said Daniel was selected for the job because it is reliable and "stood out among its competitors."

"People just don't believe that," a source said. "They're convinced that Daniel is going to come in and hire nothing but non-union people and bring in about 70 percent of their own people in."

The building tradesmen — about a dozen unions in all — reportedly may attempt to block, through state lobbyists, certain proposals aimed at helping Nissan locate in the area. Among them is a tax break proposal and the establishment of a duty-free trade zone.

The Nissan spokesman said it is "very unlikely" that the proposal for a duty-free trade zone "would be put in jeopardy."

Steel fabrication and foundation work at the plant will begin around April 1. Steel erection will begin in early summer. Smyrna is about 15 miles southeast of downtown Nashville.

Richardson president of Pennsylvania group

WILKES-BARRE, Pa.—James Richardson, president of L. L. Richardson Dodge here, has been installed as president of the Wyoming Valley New Car Dealers Assn. He succeeds Joseph Bonomo, of Barber Ford.

Other officers are Gene Gabor, of Gabes Motors, vice president, and Carl Kasper, of M. E. Moore & Son, secretary-treasurer.

California hearing set to consider eased diesel rules

WASHINGTON.—EPA says it will hold a hearing March 5 in San Francisco to consider the State of California's request to ease slightly its 1982 emission standards for diesel-powered passenger cars.

California wants to adopt the federal diesel particulate standard of —.6 grams per mile, change one of its optional 1982 model year oxides of nitrogen (NOx) emission standards to 1.5 grams per mile for 100,000 miles diesel passenger car certification and eliminate the hydrocarbon exhaust emissions allowance granted vehicles with low evaporation emissions for 1982 and later model years.

EPA must determine, under provisions of the Clean Air Act, that these actions will be as protective of public health and welfare as applicable federal standards, which for diesel powered cars will be .41 gpm HC, 3.4 CO, 1.0 NOx and 0.6 particulate.

But week's total is 13 pct. below last year's

Auto production shows slight gain

By Patricia Hoffman
Staff Writer

U.S. auto production last week showed an improvement over the previous week's output, but it still trailed the year-ago week.

Last week's output was planned at 122,345 units, an increase of 3.81 percent from the 117,851 units completed the previous week, but down 13.75 percent from the 141,860 cars built in the comparable week of 1980.

The January total was 432,284 units, down 18.68 percent from the 531,584 cars completed in January, 1980, and the lowest total for the month since the 416,111 units assembled in January, 1961.

So far this year, the auto makers have completed 554,629 units, a decrease of 21.04 percent from the 702,471 units built through Feb. 9, 1980.

General Motors accounted for 66.18 percent of last week's total. American Motors trailed farther behind than usual with just 0.39 percent.

The other companies' shares for the week were: Chrysler Corp, 12.38 percent; Ford Motor, 17.26 percent; Volkswagen of America, 3.72 percent, and Checker Motors, 0.07 percent.

Downtime was scheduled last week at 6 plants. GM's Wilmington and Lakewood points were down for one week. GM's Pontiac plant, which closed Jan. 26, will continue down this week making it the third week of downtime.

Ford's Lorain and Chicago points, both down since Feb. 2, will continue down this week, resuming operations Feb. 23.

Ford's Dearborn point, also down last week, will remain idle until Feb. 16, and Ford Kansas City goes down today for two weeks.

GM's Baltimore point has scheduled downtime for two weeks beginning Feb. 16, and GM's Janesville point will close Feb. 16 for one week.

Chrysler Corp. has scheduled a week of downtime for Lynch Rd. beginning today.

Chrysler, Canada work deal

Continued from Page 3

assembly operations consolidation.

Chrysler officials also continued to discuss the possible sale of part of its Chrysler Financial Corp. unit last week.

Chrysler Treasurer Robert Miller said the company had completed all of the necessary paperwork with its banks concerning their part in the current drawdown proposal. He said 100-page "final documents" were couriered to 150 banks last Wednesday.

Miller said he expects all the banks to respond by today (Feb. 9). "No bank has told me they will not participate," he said.

Miller said the Canadian situation could be settled quickly. He also said the company's cash flow has stabilized and he expected it to remain stable until the company can draw down the loan guarantees.

"We hope then to pay our suppliers and get on an even keel with them," Miller said.

breaking news

Continued from Page 1

Mitsubishi boosts output for Chrysler

TOKYO.—Mitsubishi Motors Corp. has scheduled March assembly of about 9,000 cars and trucks for sale by Chrysler Corp. in the U.S. Output had been curtailed due to rising inventories in the U.S. About 4,000 units are due to arrive in the U.S. in March. Future shipment schedules will depend on sales and inventory levels, Mitsubishi said.

Renault names Hanon director-general

PARIS.—Bernard Hanon, 48, has been promoted to director-general of Renault of France, the No. 2 post in the company.

TRUCK PRODUCTION IN U.S.†

	Week Ended Feb. 7, 1981	Same Week, 1980	Week Ended Jan. 31, 1981	Jan. Total	Jan. 1, to Feb. 9, 1980	Jan. 1, to Feb. 7, 1981
CHEVROLET	14,580	11,292	14,174	57,413	76,570	71,993
DODGE/PLYMOUTH	.....	3,200	1,686	5,148	17,507	5,148
FORD	8,139	11,143	11,482	39,935	70,506	48,074
GMC	5,002	4,002	5,523	19,315	20,109	24,317
INTERNATIONAL	.....	.....	1,690	5,830	.....	6,830
MACK	.....	620	.....	.....	3,349	.....
WHITE	.....	200	.....	.....	1,053	.....
JEEP	1,740*	2,620*	1,740*	8,616	12,876	10,356*
AMC CORP.	85*	430*	85*	340*	1,454	425*
VOLKSWAGEN	650	687	1,245	2,987	1,659	3,637
MISCELLANEOUS	1,200*	800	1,200*	3,700*	4,560	4,900*
Total Trucks, U.S.	31,396	34,994	38,825	144,284	209,643	175,680

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 7, 1981	Same Week, 1980	Week Ended Jan. 31, 1981	Jan. Total	Jan. 1, to Feb. 9, 1980	Jan. 1, to Feb. 7, 1981
CHRYSLER CORP.	.....	1,600	1,334	2,841	3,175	2,841
FORD MOTOR	1,250	4,482	3,897	14,666	20,459	15,916
GENERAL MOTORS	6,454	6,154	6,399	25,003	31,397	31,457
AMERICAN MOTORS	270	.....	.....	.....	2,756	270
INTERNATIONAL	270	290	272	1,110	945	1,380
MACK	.....	60	.....	.....	334	.....
WHITE	.....	65	.....	.....	330	.....
Total Trucks, Canada	8,244	12,651	11,902	43,620	59,396	51,864
N. American Trucks	39,640	47,645	50,727	187,904	1,058,541	227,544

†—Also includes window van production. *—Estimated.
Jeep includes commercial vehicles only. All General includes government-destined vehicles.

Truck production falls 19 pct. from previous week

U.S. truck production last week trailed the previous week's level. It was the largest week-to-week drop this year, and the total was also below the comparable week of 1980.

Planned production last week was 31,396 units, a 19.31 percent drop from the previous week's 38,825 trucks, and down 10.28 percent from the 34,994 units built in the comparable week last year.

In January, truck production totaled 144,284 units, down 12.87 percent from the 165,590 trucks assembled in 1980, and the lowest output for the month since the 140,170 units completed in January, 1964.

Downtime is continuing at the Ford Norfolk and Twin Cities plants. Both went down Feb. 2, and are scheduled to resume operations Feb. 16.

Ford's Louisville point, also down last week, resumes operations today (Feb. 9).

General Motors has scheduled downtime at its St. Louis and Flint points for the week of Feb. 16.

No overtime was scheduled last week.

Canadian output climbs for week as 3 plants return

Canadian auto production increased substantially last week over the previous week's output as all but one assembly plant were working. Four plants were down and only three were working the previous week.

Resuming operations last week were General Motors Oshawa and St. Therese and Chrysler Windsor. Ford St. Thomas is still down for changeover.

Planned output last week was 16,609 units, up considerably from the 3,461 cars built the previous week, but down 7.18 percent from the 17,871 units completed in the comparable week last year.

In January, the auto makers completed 46,423 units, a 29.42 percent drop from the January, 1980, output of 65,781. It was the lowest total for the month since the 34,877 cars built in 1962.

Canadian truck production dropped again last week with a planned output of 8,244 units, down 30.73 percent from the 11,902 trucks built the previous week and off 34.83 percent from the 12,651 units assembled in the comparable week last year.

For January, the truck makers assembled 43,620 units, a 1.98 percent decrease from the 44,502 trucks assembled in the comparable month last year. It was the lowest output for the month since the 38,454 units completed in January, 1976.

Year-to-date output for the truck makers is 51,864 units, down 12.68 percent from the 59,396 trucks completed in the comparable period last year.

Downtime was scheduled last week at Ford Motor's Oakville truck and Chrysler's Pillette plant, with operations resuming today (Feb. 9).

Ford St. Thomas will resume operations today with assembly of the sporty versions of the Escort and Lynx, (the EXP and the LN7). The plant closed last Dec. 5 for the changeover from Fairmont and Zephyr.

Downtime is scheduled this week at General Motors' Oshawa car point, with operations resuming Feb. 16. Also down this week is Chrysler's Windsor car plant, scheduled to resume operations Feb. 23.

U.S. CAR PRODUCTION

	Week Ended Feb. 7, 1981	Same Week, 1980	Week Ended Jan. 31, 1981	Jan. Total	Jan. 1, to Feb. 9, 1980	Jan. 1, to Feb. 7, 1981
AMERICAN MOTORS	475*	4,760*	475*	9,465	22,246	9,940*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,150	14,470	17,380	41,725	65,500	56,875
Plymouth Total	8,400	6,310	8,342	20,204	28,921	28,604
Horizon	2,800	3,080	2,784	7,225	17,824	10,025
Volare	.....	3,130	.....	.....	8,966	.....
Gran Fury	700	.....	489	489	1,660	1,189
Caravelle	.....	100	83	224	471	224
Reliant	4,900	.....	4,986	12,266	.....	17,166
Chrysler Total	500	1,920	2,157	3,299	8,859	3,799
Chrysler	500	.....	802	802	2,636	1,302
LeBaron	.....	1,920	1,355	2,497	6,223	2,497
Dodge Total	6,250	6,240	6,881	18,222	27,720	24,472
Omni	2,100	2,930	2,080	6,327	16,337	8,427
St. Regis	350	.....	309	309	1,635	659
Diplomat	.....	1,020	753	1,622	2,759	1,622
Aspen	.....	2,290	.....	.....	6,989	.....
Aries	3,800	.....	3,739	9,964	.....	13,764
FORD MOTOR	21,114	15,915	35,606	67,698	102,392	88,812
Ford Division	14,246	10,007	24,507	37,629	73,721	51,875
Pinto	.....	3,032	.....	.....	5,294	.....
Must./Must. II	.....	4,012	4,207	5,399	19,609	5,399
Fairmont	4,018	2,963	3,376	13,880	18,895	17,898
Granada	286	.....	3,685	5,166	9,395	5,452
Thunderbird	.....	.....	3,025	3,025	12,774	3,025
Ford	1,686	.....	1,695	6,774	7,754	8,460
Escort	8,256	.....	8,519	3,385	.....	11,641
L-M Division	6,868	5,906	11,101	30,069	28,671	36,937
Mercury Total	5,537	5,908	9,753	26,013	25,055	31,550
Bobcat	.....	968	.....	.....	1,142	.....
Capri	.....	1,492	1,249	1,727	5,707	1,727
Zephyr	1,233	877	1,034	4,354	6,234	5,587
Cougar/Monarch	192	.....	1,721	2,212	2,591	2,404
XR-7	.....	.....	1,645	1,645	5,259	1,645
Mercury	1,292	2,571	1,428	5,708	4,122	7,000
Lynx	2,820	.....	2,676	10,367	.....	13,187
Lincoln Total	1,331	.....	1,348	4,056	3,616	5,387
Lincoln	611	.....	522	1,747	1,248	2,358
Versailles	.....	.....	.....	.....	494	.....
Mark VI	720	.....	826	2,309	1,874	3,029
GENERAL MOTORS	80,974	101,806	59,273	300,313	500,383	381,287
Buick Division	18,822	18,307	16,638	69,263	92,343	88,085
Skylark	5,827	4,762	5,113	19,395	27,164	25,222
Century	3,398	3,765	3,474	12,958	16,635	16,356
Regal	5,192	4,595	3,596	18,936	20,703	24,128
Buick	3,150	3,990	3,307	13,418	20,638	16,568
Riviera	1,255	1,195	1,146	4,556	7,203	5,811
Cadillac Division	6,436	7,266	6,212	25,377	35,239	31,813
Seville	812	1,103	603	2,771	6,591	3,583
Cadillac	4,251	4,636	4,305	16,896	21,273	21,147
Eldorado	1,373	1,537	1,304	5,710	7,375	7,083
Chevrolet Division	32,930	43,586	15,411	104,122	213,076	137,052
Chevette	9,030	10,810	.....	15,620	52,080	24,650
Monza ('80)	.....	3,055	.....	.....	16,724	.....
Camaro	2,960	3,270	2,456	7,319	15,097	10,279
Citation	7,020	9,631	2,124	25,962	52,772	32,982
Malibu	5,200	5,855	4,282	20,555	26,143	25,755
Monte Carlo	3,120	3,845	932	12,508	16,354	15,628
Chevrolet	4,800	6,120	4,817	18,993	28,168	23,793
Corvette	800	1,000	800	3,165	5,738	3,965
Oldsmobile Division	18,266	17,217	18,592	75,262	89,242	93,528
Omega	3,256	3,012	3,102	11,668	13,725	14,924
Cutlass	8,520	6,670	9,206	38,524	38,668	47,044
Oldsmobile	5,530	6,450	5,372	21,431	31,002	26,961
Toronado	960	1,085	912	3,639	5,847	4,599
Pontiac Division	4,520	15,430	2,420	26,269	70,483	30,809
Acadian†	250	450	.....	694	1,852	944
Sunbird ('80)	.....	3,345	.....	.....	17,889	.....
Phoenix	2,835	2,715	1,001	8,148	14,853	10,983
Firebird	1,115	2,490	1,419	4,428	11,306	5,543
LeMans	.....	1,635	.....	4,364	6,194	4,364
Grand Prix	.....	2,075	.....	6,980	8,086	6,980
Pontiac	320	2,720	390	1,675	10,303	1,995
VOLKSWAGEN	4,550	4,809	5,033	12,913	11,606	17,463
CHECKER	82*	100*	82	170	344	252
Total Cars, U.S.	122,345	141,860	117,851	432,284	702,471	554,629

CANADIAN CAR PRODUCTION

	Week Ended Feb. 7, 1981	Same Week, 1980	Week Ended Jan. 31, 1981	Jan. Total	Jan. 1, to Feb. 9, 1980	Jan. 1, to Feb. 7, 1981
AMERICAN MOTORS	600	.....	599	2,370	.....	2,970
CHRYSLER CORP.	1,800	.....	.....	.....	10,755	1,800
FORD MOTOR	1,232	6,520	1,414	4,157	16,699	5,389
GENERAL MOTORS	12,752	11,126	1,200	39,008	58,317	51,760
VOLVO	225	225	248	88	1,260	1,113
Total Cars, Canada	16,609	17,871	3,461	46,423	87,031	63,032
N. American Cars	138,954	159,731	121,312	478,707	789,502	617,661
N. American Trucks	39,640	47,645	50,727	187,904	269,039	227,544
North American Cars and Trucks	178,594	207,376	172,039	666,611	1,058,541	845,205

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.